

Message Text

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USDOC FOR WANDA ALE FROM MISSION DIRECTOR

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SUBJ: U.S. TELECOMMUNICATIONS TRADE MISSION EGYPT REPORT

1. ENTIRE TRADE MISSION TEAM ARRIVED TOGETHER IN CAIRO FROM ISTANBUL ON SCHEDULE LATE EVENING FEBRUARY 19 AND CONCLUDED MISSION IN LATE EVENING ON FEBRUARY 23.

2. EMBASSY CONDUCTED BRIEFING ON EGYPT AT (BUSINESS INFORMATION CENTER (BIC) SUITE CAIRO SHERATON HOTEL LATE AFTERNOON FEBRUARY 20 FOLLOWING BY WELL-ATTENDED RECEPTION IN AMBASSADOR ROOM OF HOTEL FROM 1900 TO 2100 WHICH PROVIDED USEFUL EARLY CONTACTS WITH IMPORTANT GOVERNMENT OFFICIALS AND BUSINESSMAN.

3. DURING MORNING AND EARLY AFTERNOON OF FEBRUARY 21 TO 23 MISSION TEAM MET WITH TOP OFFICIALS OF TELECOMMUNICATIONS AUTHORITY, TELECOMMUNICATIONS RESEARCH CENTER, MINISTRY OF TRANSPORT AND COMMUNICATIONS, FEDERATION OF EGYPTIAN INDUSTRIES, MINISTRY OF COMMUNICATIONS (INCLUDING INTERNATIONAL SECTOR, PLANNING, SWITCHING SECTOR, EXTERNAL SWITCHING SECTOR). OTHER COMMUNICATIONS OFFICIALS FROM THE MINISTRY OF INTERIOR AND WAR AND THE ARAB LEAGUE WERE INCLUDED. MISSION MEMBERS ALSO MET WITH A NUMBER OF OTHER GOVERNMENT OFFICIALS ON AN INDIVIDUAL BASIS.

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4. INDIVIDUAL INTERVIEWS WERE HELD IN BIC SUITED IN MEMBERS' HOTEL ROOMS FOR THE THREE DAYS FROM 1600 TO 1900 AND LATER. A TOTAL OF 95 INTERVIEWS WERE HELD AS FOLLOWS: MISSION DIRECTOR 6; EXTELCOM INTERNATIONAL 20; KLEIN TOOLS 10; OK MACHINE & TOOL 10; TECHNICAL COMMUNICATIONS 15; UNARCO ROHN 6; WESCOM INTERNATIONAL 11; WESTERN ELECTRIC 17.

5. GOVERNMENT OF EGYPT OFFICIALS WERE EXTREMELY COOPERATIVE AND INFORMATION AND GAVE THE IMPRESSION THAT U.S. FIRMS AND EQUIPMENT ARE WLECOMED AND DESIRED. MISSION MEMBERS MADE PUBLIC SECTOR CONTACTS WHICH WILL SERVE THEM WELL IN THE FUTURE. AS A RESULT OF TRADE MISSION, WESTERN ELECTRIC WILL RETURN IN COUPLE OF WEEKS FOR FOLLOW-UP AND WILL PROBABLY ESTABLISH A LIAISON OFFICE. KLEIN TOOLS EXPECT TO SIGN A SALES REPRESENTATIVE WITHIN TWELVE MONTHS. UNARCO-ROHN ALSO EXPECTS SIGN REPRESENTATIVE AND PRODUCE \$25,000 IN SALES IN NEXT YEAR. OK MACHINE AND TOOL ARE AT LEAST A YEAR AWAY FROM ANY BUSINESS AFTER SOLDERING METHOD OF WIRE TERMINATION GIVES WAY TO WIRE WRAPPING AND CENTRAL TELEPHONE OFFICES ARE INSTALLED BUT MISSION PROVIDED IMPORTANT FUTURE CONTACTS. TECHNICAL COMMUNICATIONS CORP. ANTICIPATE \$50,000 SALES NEXT TWELVE MONTHS. EXTELCOM INTERNATIONAL EXPECTS SIGN THREE AGENST IN NEXT YEAR AND WILL MAKE A RETURN VISIT NEXT FEW MONTHS. WESCOM INC. PLANNING ON HAVING AN IMMEDIATE PRESENCE IN EGYPT AND WILL BE LOOKING FOR U.S. PARTNERS WITH COMPLIMENTARY PRODUCTS AND WITH PROJECT MANAGEMENT CAPABILITIES.

6. MISSION MEMBERS HIGHLY PLEASED WITH RECEPTIVITY IN EGYPT AND ARE ENTHUSIASTIC ABOUT LONG TERM TELECOMMUNICATIONS PROSPECTS. THERE IS A HIGH DEGREE OF NEED AND DESIRE FOR STANDARDIZATION IN EGYPTIAN TELEPHONE SYSTEM. IF THERE WILL BE AID OR OTHER US FUNDING FOR EGYPTIAN TELECOMMUNICATIONS PROJECTS, THIS WILL ASSURE THAT INITIAL PROJECTS WILL INTRODUCE U.S. EQUIPMENT WHICH WILL SET STANDARDS FOR FUTURE PROCUREMENTS. THE REAL RESULTS FROM THIS TRADE MISSION ARE A YEAR OR TWO IN THE FUTURE. THE NEEDS ARE LARGE BUT MOSTLY IN THE PUBLIC SECTOR AND MOST PURCHASING WILL BE UNCLASSIFIED

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BY TENDER AFTER MASTER PLAN DEVELOPED. TELECOMMUNICATIONS PROJECTS GIVEN TO MISSION BY MINISTRY OF COMMUNICATIONS EXPECTED TO GO OUT ON TENDER IN 1977 AND 1978 WILL TOTAL SOME 140 MILLION DOLLARS.

7. EMBASSY ADVANCE ARRANGEMENTS, PUBLICITY AND ASSISTANCE DURING MISSION ACTIVITIES WERE EXCELLENT. BIC ROOOM WAS USED AS RECEPTION AREA AND THREE MEMBERS CONDUCTED THEIR INTERVIEWS THERE WITH OTHERS USING THEIR OWN ROOMS FOR THE INTERVIEWS. DURING MEETING WITH FEDERATION OF EGYPTIAN INDUSTRIES PRECEDING LUNCHEON HOSTED BY FEDERATION, TELEVISION COVERAGE WAS PROVIDED. ATTENTION OF EMBASSY PERSONNEL IN ADVANCING THE MISSION'S PURPOSE WAS VEY MUCH APPRECIATED. WESTERN ELECTIC EXPRESSED IT BEST BY STATING THE ENTIRE MISSION WAS A COMPLIMENT TO THE COMMERCE DEPT. AND THE EMBASSY AND THAT THEY ARE LOOKING FORWARD TO FUTURE COOPERATION AND ATTENDANCE ON SIMILAR TELECOMMUNICATIONS SHOWS IN OTHER COUNTRIES AS SOON AS POSSIBLE.
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